



Module Specification

Entrepreneurial Skills

Version: 2023-24, v2.0, 14 Jun 2023

Contents

Module Specification	1
Part 1: Information	2
Part 2: Description	2
Part 3: Teaching and learning methods	4
Part 4: Assessment.....	5
Part 5: Contributes towards	7

Part 1: Information

Module title: Entrepreneurial Skills

Module code: UFCF95-15-3

Level: Level 6

For implementation from: 2023-24

UWE credit rating: 15

ECTS credit rating: 7.5

Faculty: Faculty of Environment & Technology

Department: FET Dept of Computer Sci & Creative Tech

Partner institutions: None

Field: Computer Science and Creative Technologies

Module type: Module

Pre-requisites: None

Excluded combinations: None

Co-requisites: None

Continuing professional development: No

Professional, statutory or regulatory body requirements: None

Part 2: Description

Overview: This module is intended to stimulate interest in business innovation and product development amongst students following computing-based awards. Students will be led through the process of starting their first business, with discussions relating to technical, marketing, financial and personnel issues.

Features: Not applicable

Educational aims: In addition to the learning outcomes, the educational experience may explore, develop, and practise but not formally discretely assess the following:

Communicating with a range of stake holders, self-management and planning.

Outline syllabus: Topics covered include

The Product or Service:

Deciding on the product

Competitive marketplace

The customer value proposition

Distinctive Selling Point

Practical Issues:

Building a demonstration prototype

The manufacturing process

How to subcontract

Launching your First Hi-tech Start-up:

Virtual Company Start-up Strategy

Billionaire role-models

Your moneymaking idea

Your team – Partners, Investors and Shares

Your web site

Business Planning and Fund Raising:

Branding your business

Market Research

Business Plan

Raising funds from different sources: banks, VCs, HMG, family and friends

Company Law:

Basic types of companies

Forming a Limited Liability Company

Protecting your Intellectual Property
Formal Company Law Requirements

Setting up your Office:
Electronic office
Staff recruitment and employment
Electronic Commerce

Managing your finances:
Bookkeeping
Understanding financial statements
Company taxation
Profitability, forecasting and pricing

Making your Fortune:
Marketing
Public Relations, advertising, sales
Going Global – international expansion
The exit – trade sales and going public

Part 3: Teaching and learning methods

Teaching and learning methods: Students will work in groups to progressively carry out the series of steps for product and initial enterprise development. These steps will be described through lectures and seminars presented by the Module Leader or Guest Speakers, as most appropriate. The students will also be provided with a reading list for private study. The groups are expected to identify a new service or product which will then become the focus of their attention throughout this course. Groups will be encouraged and supported to take up the opportunities offered by UWE, for example through the Business and Innovation hub. They will also be encouraged to participate in the local business environment, for example by engaging in workshops and attending talks such as those advertised by Bristol City Council. These interactions will provide an excellent way of comparing the students'

business proposals with a wider range of competitors and expose their ideas to keener scrutiny. In this way, the Module Leader may provide effective “coaching” to improve a group's preparation and presentation of their ideas.

Assistance will be offered in establishing a Commercial Mentor for each group. Likely recruits will come from firms who regularly offer placements to UWE students, personal contacts and the alumni.

Scheduled learning includes lectures, seminars, tutorials, and workshops.

Independent learning includes hours engaged with essential reading, assignment preparation and completion etc.

Module Learning outcomes: On successful completion of this module students will achieve the following learning outcomes.

MO1 Plan for the development of a new business, using appropriate tools and technology.

MO2 Develop a business model and a business action plan

MO3 Present a new business to a commercially-aware audience.

Hours to be allocated: 150

Contact hours:

Independent study/self-guided study = 114 hours

Face-to-face learning = 36 hours

Total = 150

Reading list: The reading list for this module can be accessed at [readinglists.uwe.ac.uk](https://uwe.rl.talis.com/modules/ufcf95-15-3.html) via the following link <https://uwe.rl.talis.com/modules/ufcf95-15-3.html>

Part 4: Assessment

Assessment strategy: At both first sit and resit, the assessment of this module consists of two components. The first assessment task is a portfolio of work, which documents the process undertaken to develop a business idea.

Other than in exceptional circumstances (e.g. non-participation), group marks will be awarded equally.

In the second task, students are expected to make a presentation in which they pitch their product or service to academics and professional mentors. This allows them to practice and refine presentation skills, essential to most graduates.

At both sit and resit, if the group size is, of necessity, small, the task will be scaled appropriately.

Assessment tasks:

Portfolio (First Sit)

Description: Group portfolio of outputs related to the planning and development of a business idea.

Weighting: 75 %

Final assessment: No

Group work: Yes

Learning outcomes tested: MO1, MO2

Presentation (First Sit)

Description: Presentation (10 mins) with Q&A.

Weighting: 25 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO3

Portfolio (Resit)

Description: Group portfolio of outputs related to the planning and development of a business idea.

Weighting: 75 %

Final assessment: No

Group work: Yes

Learning outcomes tested: MO1, MO2

Presentation (Resit)

Description: Presentation (10 mins) with Q&A.

Weighting: 25 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO3

Part 5: Contributes towards

This module contributes towards the following programmes of study:

Building Services Engineering {Foundation} [Feb][FT][GCET][4yrs] BEng (Hons)
2021-22

Building Services Engineering {Foundation} [Oct][FT][GCET][4yrs] BEng (Hons)
2021-22

Urban and Regional Planning {Foundation} [Feb][FT][GCET][4yrs] BSc (Hons) 2020-
21

Automation and Robotics Engineering {Foundation} [Feb][FT][GCET][4yrs] BEng
(Hons) 2020-21

Automation and Robotics Engineering {Foundation} [Oct][FT][GCET][4yrs] BEng
(Hons) 2020-21

Architectural Technology and Design {Foundation} [Oct][FT][GCET][4yrs] BSc
(Hons) 2020-21

Computer Security and Forensics {Foundation} [Feb][FT][GCET][4yrs] BSc (Hons)
2020-21

Computer Security and Forensics {Foundation} [Oct][FT][GCET][4yrs] BSc (Hons)
2020-21

Business Computing {Foundation} [Feb][FT][GCET][4yrs] BSc (Hons) 2020-21

Business Computing {Foundation} [Oct][FT][GCET][4yrs] BSc (Hons) 2020-21

Environmental Management and Practice {Foundation} [Feb][FT][GCET][4yrs] BSc
(Hons) 2020-21

Environmental Management and Practice {Foundation} [Oct][FT][GCET][4yrs] BSc
(Hons) 2020-21

Urban and Regional Planning {Foundation} [Oct][FT][GCET][4yrs] BSc (Hons) 2020-
21

Mechanical Engineering and Vehicle Technology {Foundation}
[Feb][FT][GCET][4yrs] BEng (Hons) 2020-21

Mechanical Engineering and Vehicle Technology {Foundation} [Oct][FT][GCET][4yrs]
BEng (Hons) 2020-21

Software Engineering {Foundation} [Feb][FT][GCET][4yrs] BEng (Hons) 2020-21

Software Engineering {Foundation} [Oct][FT][GCET][4yrs] BEng (Hons) 2020-21

Electronics and Telecommunication Engineering {Foundation} [Feb][FT][GCET][4yrs]
BEng (Hons) 2020-21

Electronics and Telecommunication Engineering {Foundation} [Oct][FT][GCET][4yrs]
BEng (Hons) 2020-21

Instrumentation and Control Engineering {Foundation} [Feb][FT][GCET][4yrs] BEng
(Hons) 2020-21

Instrumentation and Control Engineering {Foundation} [Oct][FT][GCET][4yrs] BEng
(Hons) 2020-21

Architectural Technology and Design {Foundation} [Feb][FT][GCET][4yrs] BSc
(Hons) 2020-21

Information Technology {Top-Up} [Frenchay] BSc (Hons) 2023-24

Information Technology {Top-Up} [Frenchay] BSc (Hons) 2022-23

Business Computing [Sep][FT][Frenchay][3yrs] BSc (Hons) 2021-22

Computer Science [Sep][FT][Villa][3yrs] - Not Running BSc (Hons) 2021-22

Computer Science [May][FT][Villa][3yrs] - Not Running BSc (Hons) 2021-22

Computer Science [Jan][FT][Villa][3yrs] - Not Running BSc (Hons) 2021-22

Software Engineering for Business [Sep][FT][Frenchay][3yrs] BSc (Hons) 2021-22

Cyber Security and Digital Forensics [Sep][FT][Frenchay][3yrs] BSc (Hons) 2021-22

Cyber Security and Digital Forensics [Jan][FT][NepalBrit][3yrs] BSc (Hons) 2021-22

Information Technology Management for Business [Sep][FT][Frenchay][3yrs] BSc (Hons) 2021-22

Computing {Dual} [Aug][FT][Taylors][3yrs] - Not Running BSc (Hons) 2021-22

Computing {Dual} [Mar][FT][Taylors][3yrs] - Not Running BSc (Hons) 2021-22

Computing [Sep][FT][Frenchay][3yrs] - Not Running BSc (Hons) 2021-22

Forensic Computing and Security {Dual} [Mar][FT][Taylors][3yrs] - Not Running BSc (Hons) 2021-22

Forensic Computing and Security {Dual} [Aug][FT][Taylors][3yrs] - Not Running BSc (Hons) 2021-22

Information Technology {Dual}[Mar][FT][Taylors][3yrs] BSc (Hons) 2021-22

Software Engineering for Business {Foundation} [Sep][FT][Frenchay][4yrs] BSc (Hons) 2020-21

Computing [Sep][SW][Frenchay][4yrs] BSc (Hons) 2020-21

Computing {Foundation} [Sep][FT][Frenchay][4yrs] - Not Running BSc (Hons) 2020-21

Computer Science {Foundation} [Sep][FT][Frenchay][4yrs] - Not Running BSc (Hons) 2020-21

Computer Science [Sep][SW][Frenchay][4yrs] - Not Running BSc (Hons) 2020-21

Forensic Computing and Security {Foundation} [Sep][FT][Frenchay][4yrs] - Not Running BSc (Hons) 2020-21

Forensic Computing and Security [Sep][SW][Frenchay][4yrs] - Not Running BSc (Hons) 2020-21

Cyber Security and Digital Forensics [Sep][SW][Frenchay][4yrs] BSc (Hons) 2020-21

Cyber Security and Digital Forensics {Foundation} [Sep][FT][Frenchay][4yrs] BSc (Hons) 2020-21

Business Computing {Foundation} [Sep][FT][Frenchay][4yrs] BSc (Hons) 2020-21

Computing {Foundation} [Sep][SW][Frenchay][5yrs] BSc (Hons) 2019-20

Computer Science {Foundation} [Sep][SW][Frenchay][5yrs] BSc (Hons) 2019-20

Forensic Computing and Security {Foundation} [Sep][SW][Frenchay][5yrs] BSc (Hons) 2019-20